MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

MVR 2023 – EXPERIENTIAL STUDIES

(All sections / Groups)

12 OCTOBER 2016
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO THE STUDENTS

1. This question paper consists of 4 pages including cover page

2. Answer only **4 (FOUR)** out of 6 questions. Total marks is 40 (FORTY) marks. The distribution of the marks for each question is given accordingly at the end of each question.

3. Please write all your answers clearly in the answer booklet provided.

Answer any 4 (FOUR) questions ONLY.
Total marks is 40

Question 1

Sherman and Craig (2003) suggested FOUR key elements of Virtual Reality Experience. The elements are Virtual World, Immersion, Interactivity and Sensory Feedback.

a) Briefly explain what is immersion and state the difference between mental immersion and physical immersion?

[6 marks]

b) What is the meaning of presence? How you describe the 'feeling of being there'? Discuss and give 1 (one) example.

[4 marks]

Question 2

One of the experiential design elements (EED) is emotion.

a) Define space perception and why it is important?

[4 marks]

b) Context is one of EED elements. Briefly explain the **context** and the categories of context. Provide an example to support your explanation. You can either sketch the environment to show the elements of 'context' or explain the example of context in one short paragraph.

[6 marks]

Question 3

Manipulation is the ability to experiment in a new environment, in real or virtual environments that helps one to learn on how that world works.

a) Out of the four manipulation methods, name any **three** of them together with a brief explanation and example.

[6 marks]

b) Navigation is how we move from place to place. It involves two separate components: travel & wayfinding. Explain what are travel and wayfinding.

[4 marks]

Continued...

Question 4

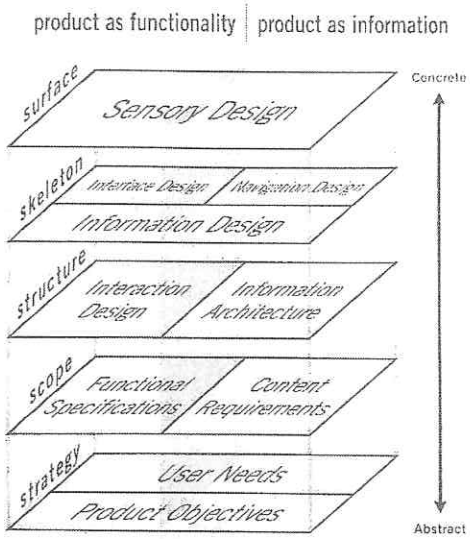

Figure 1

By using the User Experience for the Web and Beyond model by Jesse James Garret, she suggested that experience are built up from five plane components of experience. (Refer to Figure 1)

a) Choose any **three** plane components of experience and discuss. Give an example from your daily life experience to support your answer.

[6 Marks]

b) In the **structure plane** components, discuss about the interaction design element. What is the conceptual model and as a designer, how do you apply the concept?

[4 marks]

Question 5

In the reading by Brenda Laurel, six elements and the relationships among them have been discussed.

a) List down all the elements.

[6 marks]

b) Pick only **two** elements out of six that you have listed and give a brief explanation with 1(one) example. [4 marks]

Continued...

Question 6

What made DBOX movie experience unique? Based from your own experience, discuss how the DBOX technology impacted your movie experience and your personal emotion?

Besides the technology itself and based on what you have learned during the course, what is another element that influences the user experience? Give an example and discuss the elements of experience, incorporating the elements of experiential design, or/and technology and immersion. Apart from description, you may support your answer with a diagram or sketch.

[10 marks]

End of Paper